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## **Christian Brothers Automotive Achieves Record Results in 2011** *National Automotive Repair Franchise Accomplishes Record Growth; Continues to Build Significant Momentum for 2012*

**HOUSTON (January XX, 2012)** – With more than 90 locations currently operating throughout the United States, Christian Brothers Automotive, a national faith-based automotive repair franchise, announced that it exceeded its 2010 growth with the opening of locations in untapped markets such as Colorado and Michigan.

“Despite the current state of our economy, Christian Brothers Automotive continues to stay committed to our aggressive growth strategy which fuels our expansion to new markets nationwide,” said Mark Carr, founder and CEO of Christian Brothers Automotive. “While other companies have altered their business model in response to the economy, we’ve been able to maintain our company’s mission, focus on growing with like-minded franchisees and provide an overall positive experience to consumers.”

Christian Brothers Automotive had an extremely successful year in 2011. Major company milestones, accomplishments and recognition within the past year include:

- Ranked No. 244 in the 2012 *Entrepreneur’s* Franchise 500 listing
- The automotive repair franchise received the Houston Better Business Bureau’s (BBB) coveted *Excellence Winner of Distinction* award for the sixth year.
- In December 2011, the brand announced the launch of a \$12,500 financial discount to help military veterans open a Christian Brothers Automotive through the VetFran program.
- Christian Brothers Automotive ranked No. 18 in Franchise Business Review’s (FBR) 2011 Franchise Satisfaction Awards, a list that recognizes the highest overall franchisee satisfaction according to an annual survey. It is the brand’s fourth appearance on the list.

The company plans to open 20 locations in 2012. New markets in Arizona, Colorado, Florida, Indiana, Michigan, Nebraska and Texas are being targeted for strategic growth. Currently, Christian Brothers Automotive operates in 11 states, including Alabama, Arkansas, Colorado, Georgia, Kansas, Michigan, Mississippi, Missouri, Oklahoma, Tennessee and Texas.

“Christian Brothers Automotive exists to challenge the norm by providing high-quality, first-rate customer service at all times, making everyone feel comfortable without using hard-sell tactics,” added Carr. “We will continue to expand based on these principles while keeping the consumer at the forefront of our decisions. We look forward to what 2012 has in store for us.”

Established in 1982 as a result of Carr’s ambition to give Houston-area car owners a pleasant, professional and clean automotive service experience, Carr began franchising the brand in 1997. Going against the grain of the traditional franchise model, he offered franchisees an annual salary package of more than \$60,000, including comprehensive family health insurance and a 50 percent share of in-store profits. The franchisor also manages each store’s accounting, human resources and real estate functions—owning both the land and building housing each unit. Distinguishing itself with a family-first value system, all locations operate during traditional

working hours; however, they are closed on weekends so that owners and their employees can share quality family time.

Christian Brothers Automotive provides full-service automotive diagnostic testing and evaluation, maintenance programs and repair work for all domestic and foreign vehicles at each of their locations. All Christian Brothers Automotive facilities are staffed with automotive service excellence (ASE) certified technicians.

For more information about Christian Brothers Automotive, please visit [www.cbac.com](http://www.cbac.com).

### **About Christian Brothers Automotive**

Christian Brothers Automotive is one of the nation's leading automotive service and repair franchise systems with more than 90 locations open and an additional 35 under development in 17 states including Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Indiana, Kansas, Louisiana, Michigan, Mississippi, Missouri, Nebraska, North Carolina, Oklahoma, Tennessee, and Texas.

Mark Carr, president and CEO, opened the first location in Houston, Texas, in 1982. The store's main principle was to run an automotive repair facility based on honesty, integrity, reliability and exceptional customer service, which is still the core philosophy of Christian Brothers Automotive today. Christian Brothers Automotive began selling franchises in 1996 and continues to grow at a pace of 15 to 20 stores annually. The company also continues to maintain a 100 percent success rate with its store operations, never having closed a location.

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